

How Rotimatic Helps Us Eat Better with a Little Help from WooCommerce



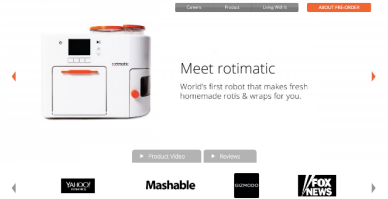
BLOG WRITTEN BY MARINA PAPE

Rotimatic is the world's first fully automated robot roti-maker. While it looks like an oversized bread maker it's actually a fascinating piece of engineering that combines motors, sensors and hundreds of parts to spit out baked rotis at a pace of about one per minute.



Rotimatic's website was designed using WordPress and they were looking for a simple yet elegant eCommerce solution, much like what their product was all about. **rtCamp**, the company that was developing the Rotimatic website, had used the WooCommerce plugin for many projects.

WooCommerce was considered a perfect fit as it is a mature plugin in terms of usability, documentation and allowed users to pre-order and the shopping templates were highly customizable. Most importantly the wide range of extensions for WooCommerce really got *Rotimatic* and its web designers set on using it for their website.



Rotimatic's design emphasis

Rotimatic was always interested in its own website representing the simplicity and beauty of their product design. Starting with front end design the homepage had to be appealing, while displaying important product features and a quick checkout in two steps using Stripe payment gateway. At the backend, *Rotimatic* wanted to be able to update content easily, ability to make products available for pre-order in different countries one by one and ability to setup products with bulk quantity under each country.

We chose to build our own ecommerce solution with custom ERP to remove all constraints which come with plug-n-play solutions. WooCommerce has proven to be a robust, scalable solution and has served the business very well. It also allows the flexibility very critical for evolving business needs and we have developed fully integrated apps on top of it to deliver a seamless experience to our consumers.

WooCommerce extensions used

Most things *Rotimatic* was looking for were fulfilled with default out of the box features of WooCommerce but the **Stripe payment gateway** integration and also option for **exporting orders into CSV** were needed. With those two additions, it was set to soar. The helpful documentation made using extensions a breeze.

How have you handled shipping?

The shipping is being handled through 3PL partners. They typically specialize in integrated operation, warehousing and transportation services that can be scaled and customized to our needs based on market conditions and the demands and delivery service requirements for our product.

How important is it to the Rotimatic business model to have online sales?

As important as it is for airline industry. By selling directly to end consumers we could cut down intermediate costs making product affordable to wider audience. Also since we are planning to launch *Rotimatic* in other countries too, I think nothing else can expedite the sales process other than online commerce.

rtCamp have you WooCommerce for other projects, too. If you were to summarise to three reasons why you find it a great option?

rtCamp provides development services, hence we always try to use existing solutions (like WooCommerce) wherever possible to complete project in it's set budget and deadline. WooCommerce has several useful of addons which usually have always meet our goals. In case we come across a project part for which no existing WooCommerce addon exists, well written codes, documentation and huge community around WooCommerce enable us to code that part efficiently.

Thanks to team **rtCamp** for sharing this case study with us. If you think your WooCommerce store or website would be interesting for folks to read about, reach out to Marina (marina at woocommerce dot com).